

## A New Decade for Freshfel Europe

Fruit & vegetables leading a  
healthy & sustainable future

ONLINE

**Freshfel Europe  
2021 Annual Event**



## Freshfel Europe Annual Event 2021 Programme

### 4 June 2021, 10:00-13:00 CEST

**10:00**

#### **Welcome**

Moderator Jean Paul Judson (Now More)

**10:05 – 10:40**

#### **Freshfel Europe's journey since the turn of the century from Kai Krasemann to Stephan Weist**

- Freshfel Europe's achievements - *Freshfel Europe General Delegate Philippe Binard*
- Reflections from Freshfel Europe's 1st & current Presidents - *Kai Krasemann, Freshfel Europe President Stephan Weist & Freshfel Europe General Delegate Philippe Binard*

**10:40 – 11:25**

#### **Sustainability: from a buzz word to reality**

- The European Green Deal & Farm to Fork Strategy's sustainability ambitions - *European Commission DG SANTE Deputy Director General Claire Bury*
- Agricultural policy supporting sustainable production & consumption of fresh produce - *European Commission DG AGRI Deputy Director General Michael Scannell*
- Freshfel Europe Board testimonies

**11:25 – 11:30 – Break**

**11:30 – 12:15**

#### **Consumer responses and expectations in the next decade**

- The UN International Year of Fruits & Vegetables 2021 - *FAO Deputy Director General Beth Bechdol (TBC)*
- Food trends 2021: the new normal - forced changes & desired results - *Future Food Studio Hanni Rutzler*
- Freshfel Europe Board testimonies

**12:15 – 13:00**

#### **Is financial business supporting fresh produce sector growth?**

- The current & future financial climate - *Rabobank Senior Analyst Fruit, Vegetables, Floriculture Cindy van Rijswijk*
- Banking & fresh produce business - *Financial institution (TBC)*
- Freshfel Europe Board testimonies

**13:00**

#### **Closing**

Testimony from the Freshfel Europe Board for the next 10 years – *Freshfel Europe President Stephan Weist*

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